PROMPT **WO-047**

Forecast Trends

Purpose

Use this prompt to analyse historical data and forecast future trends. It helps estimate future performance, identify seasonal patterns, anticipate risks, and support strategic planning using evidence-based projections.

DIFFICULTY	TIME SAVED	BEST FOR
🟡 Intermediate	⏱️ 30–60 min	Planning & Forecasting

🤖 Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini

📋 Copy & Paste Prompt

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You are an experienced Business Data Analyst.

Forecast future trends using the information below.

Business Area:
[Sales, Finance, Operations, HR, Marketing, etc.]

Historical Data:
[Paste or describe the historical data]

Time Period:
[Weekly, Monthly, Quarterly, Yearly]

Key Metrics:
[List the metrics to forecast]

Known Seasonal Factors:
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[Describe any seasonal influences or leave blank]

Business Objectives:
[Explain why the forecast is required]

Forecast Period:
[Next month, next quarter, next year, etc.]

Please:
• Analyse the historical data.
• Identify trends and seasonal patterns.
• Forecast future performance for the requested period.
• Explain the assumptions used in the forecast.
• Highlight potential risks or uncertainties.
• Recommend practical actions based on the forecast.
• Suggest charts or visualisations that would support the analysis.
• Present the findings in a professional business report.

Return only the completed forecast report.
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📝 Example

INPUT

Business Area: Sales

Historical Data: 24 months of monthly sales figures.

Forecast Period: Next 12 months.

Business Objective: Plan staffing and inventory levels.

EXPECTED OUTPUT

Sales Forecast Report

Executive Summary

Based on the previous 24 months of sales data, demand is expected to continue growing steadily over the next year, with seasonal peaks expected during November and December.

Trend Analysis

- Average monthly sales growth: 5%
- Strongest sales period: Q4
- Lowest sales period: January

Forecast — see table below

MONTH	FORECAST SALES (£)
January	£118,000
February	£121,500
March	£126,000
April	£129,000

(CONTINUE FOR THE REMAINING FORECAST PERIOD.)

Assumptions

- Market conditions remain stable.
- Pricing remains unchanged.
- Customer demand follows previous seasonal patterns.
- No major supply chain disruptions occur.

Risks

- Economic uncertainty.
- Competitor pricing changes.
- Unexpected changes in customer demand.
- Supply chain delays.

Recommendations

- Increase inventory before Q4.
- Review staffing requirements ahead of seasonal demand.
- Monitor forecast accuracy monthly and adjust plans as new data becomes available.
- Compare actual performance against forecast to improve future predictions.

Recommended Visualisations

- Line Chart showing historical vs forecast performance.
- Column Chart comparing monthly forecasts.
- Trend Line displaying long-term growth.

💡 **Builder's Tip:** *Forecasts are estimates, not guarantees. The best forecasts are reviewed regularly and updated as new information becomes available. Treat forecasting as an ongoing planning process rather than a one-time exercise.*

🔗 Related Prompts

- WO-041 – Analyse Spreadsheet Data

- WO-044 – Design a Professional Dashboard
- WO-046 – Create Charts and Graphs
- WO-048 – Write Data Insights

Tags

FORECASTING	TREND ANALYSIS	BUSINESS PLANNING	EXCEL	REPORTING